

REMARKS

Claims 1-25 remain in the application and stand rejected. Reconsideration of the rejection is respectfully requested in light of the following reasons.

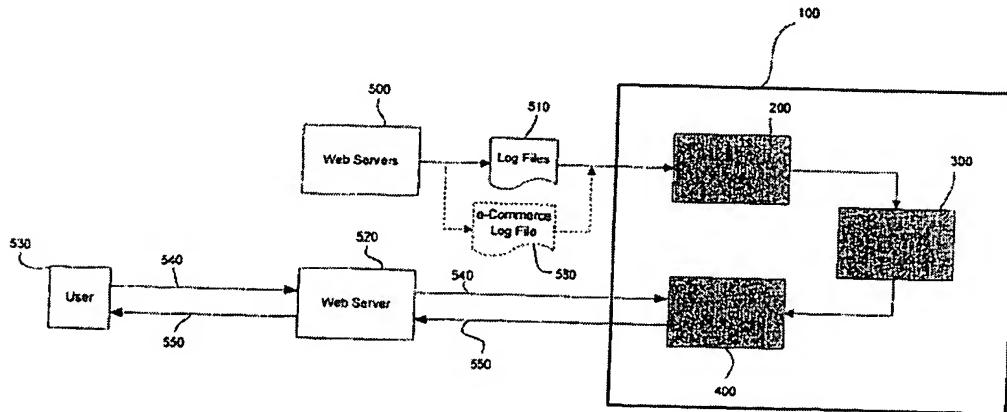
Claim Rejections -- 35 U.S.C. § 102

Claims 1-3, 7-11, 13-20, 24, and 25 stand rejected under 35 U.S.C. § 102 as being anticipated by U.S. Publication No. 2002/0042821 A1 by Muret et al. ("Muret"). The rejection is respectfully traversed.

To anticipate a claim, a reference must include all the limitations of the claim. As will be demonstrated below, Muret does not teach or suggest at least one limitation of each rejected claim.

Claim is patentable over Muret at least for requiring a first database of **navigation histories** of client computers. According to the last office action, Muret discloses "building a first database of navigation histories of client computers on the Internet (Pars. 4, 110, and FIG. 14)." Applicants respectfully disagree with this conclusion.

A brief description of Muret is in order. Muret's system 100 for monitoring and analyzing Internet traffic is shown in Muret FIG. 1, which is reproduced below for ease of discussion.



In Muret, the system 100 includes a log engine 200 that receives log files 510 and 580 from web servers 500 (Muret paragraphs [0051], [0053]). Each log file includes information about visitors to a particular web site on a web server 500. That is, the log file pertains to visit histories to a website, such as hits or transactions (Muret paragraphs [0051]-[0058]). Since a log file is dependent on hits or transactions, the log file cannot possibly identify where a client computer has been (its navigation history). A log file can only identify navigation by a client computer to the particular website writing on the log file.

Muret paragraph [0004], cited in the last office action, discusses how a web server keeps track of web pages clicked by a visitor on a particular website. The information gathered by the web server thus indicates a visit to a website (albeit with multiple web pages), not the navigation history of the visitor. Similarly, Muret paragraph [0110] and FIG. 14, also cited in the last office action, relate to visitor information on a particular website, not navigation histories of visitors.

To expedite prosecution and to remove any ambiguity in claim construction, claim 1 has been amended to recite “receiving navigation histories from a plurality of client computers on the Internet, each of the navigation history identifying different websites visited by a user of a client computer in the plurality of client computers.” It is respectfully submitted that Muret does not teach or suggest receiving a navigation history from a client computer. In Muret, log files are received from web servers 500, not a client computer. Furthermore, in Muret, does not teach or suggest a navigation history identifying **different websites** navigated using the client computer. In Muret, the log files pertain to hits or transactions on a particular website.

Therefore, it is respectfully submitted that claim 1 is patentable over Muret.

Claims 2, 3, 7-11, and 13 depend on claim 1 and are thus patentable over Muret at least for the same reasons that claim 1 is patentable.

Similar to claim 1, claim 14 is patentable over Muret at least for reciting: “a first database configured to receive navigation histories from a plurality of client computers

on the Internet, each navigation history including information about different websites visited by a user of a client computer in the plurality of client computers.”

Claims 15 and 16 depend on claim 14 and are thus patentable over Muret at least for the same reasons that claim 14 is patentable.

Similar to claim 1, claim 17 is patentable over Muret at least for reciting: “collecting navigation histories from a plurality of client computers on a computer network, each navigation history including information identifying different websites visited by a user of a client computer in the plurality of client computers.”

Claims 18-20, 24, and 25 depend on claim 17 and are thus patentable over Muret at least for the same reasons that claim 17 is patentable.

#### Claim Rejection -- 35 U.S.C. § 103

Claims 4, 5, 6, 12, 21, 22, and 23 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Muret in view of U.S. Publication No. 2002/0083067 A1 by Tamayo et al. (“Tamayo”). The rejection is respectfully traversed.

Claims 4-6 and 12 depend on claim 1, while claims 21-23 depend on claim 17. The patentability of claims 1 and 17 over Muret has been demonstrated above. Tamayo does not add to Muret in regard to claims 1 and 17. Therefore, claims 4-6, 12, and 21-23 are patentable over the combination of Muret and Tamayo at least for depending on patentable base claims.

#### Conclusion

For at least the above reasons, it is believed that claims 1-25 are in condition for allowance. The Examiner is invited to telephone the undersigned at (408)436-2112 for any questions.

If for any reason an insufficient fee has been paid, the Commissioner is hereby authorized to charge the insufficiency to Deposit Account No. 50-2427.

Docket No. 10005.001900  
Response To Office Action  
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Respectfully submitted,  
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